THE REVIEW

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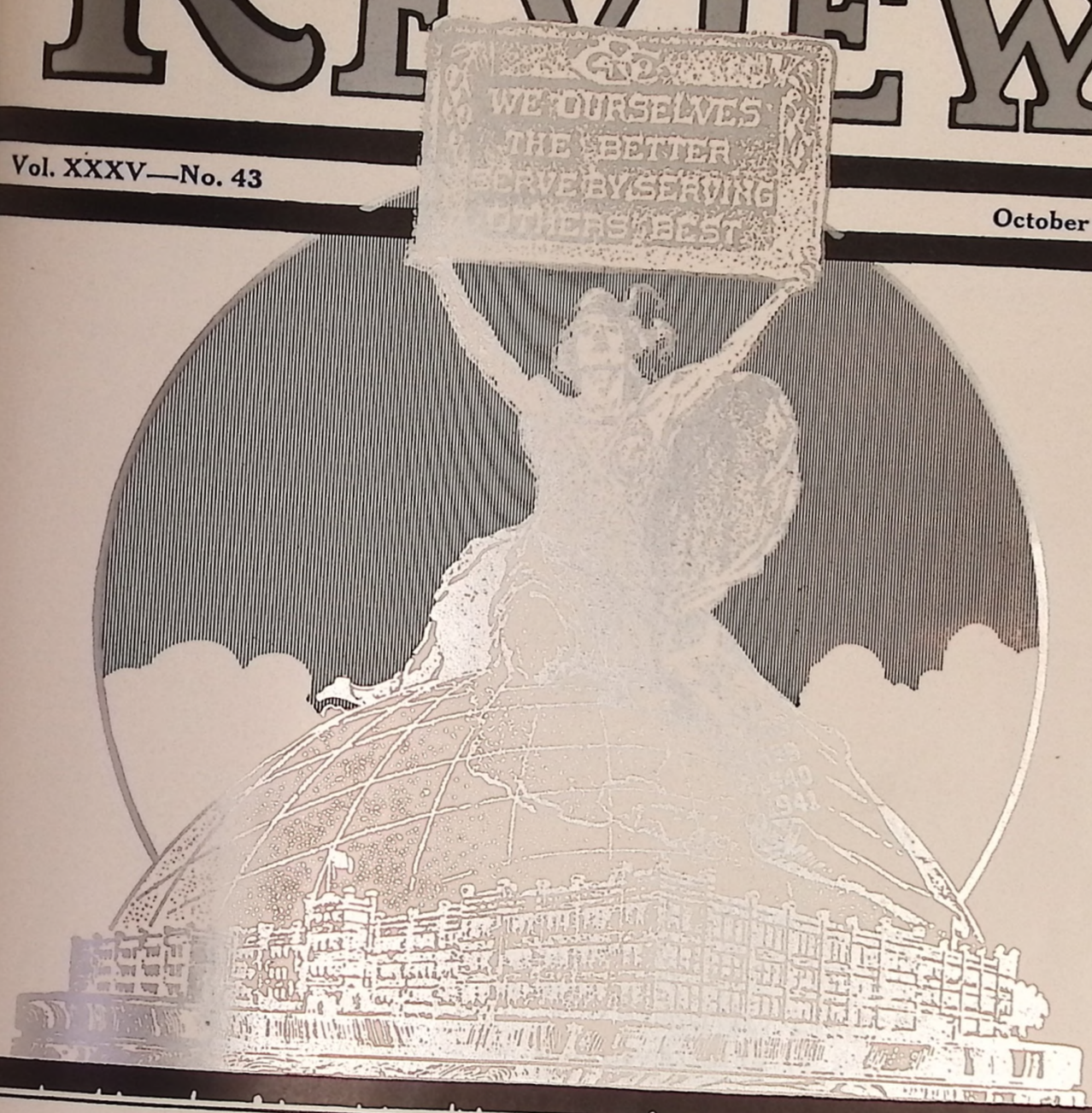
October 2, 1941

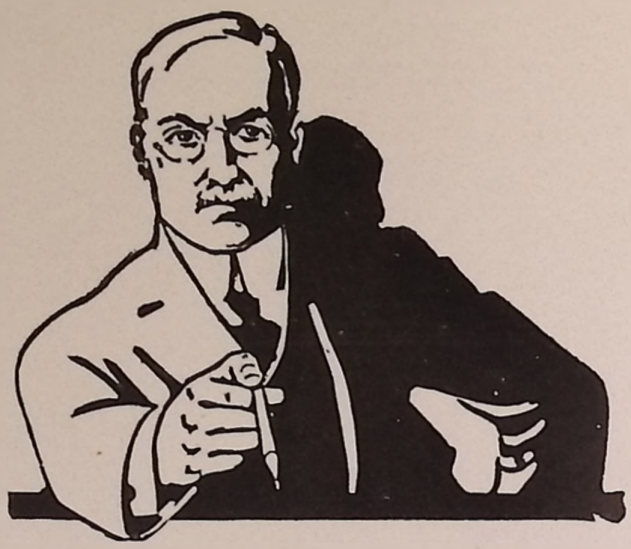


FOR DEFENSE
BUY UNITED STATES SAVINGS BONDS AND STAMPS

We're ALL Americans!

And the Only "isms" We Have Are

AMERICANISM AND PATRIOTISM



ANYONE can build factories that turn out millions of dollars worth of goods—but without men who can SELL, who can take these goods out into the field and fight and kill every little fault and forestall every objection before it arises, and who can bring home the rewards of VICTORY in clean, crisp, currency—that factory and that business will go into the discard or the scrap heap.

The REVIEW
Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, OCTOBER 2, 1941 No. 43

9 DOWN and 3 TO GO

And I know that you, like the horse in the fable, have the blinders on and can't see anything ahead but the goal you want to reach. Let's all make this pledge: "This week and every week of October and November I WILL:

Make at least 60 CALLS.
Make at least 30 IDEA presentations.
Make at least 6 SALES."

We are entering the Home Stretch and there are two seasons when orders for Calendars, Greetings and Paragon, come easy. The first is early in the year when early buyers are really anxious to get the matter off their

hands. The second is RIGHT NOW, IN THE HOME STRETCH.

There are a lot of people who procrastinate, some have an idea earlier in the year that they will not buy at all and others simply put it off for no really good reason at all. Anyhow there are hundreds of orders that are still unplaced and which will fall like ripe apples from a tree with the right amount of effort.

Many who have bought calendars will welcome the idea of being able to buy their greetings or a few pieces of Paragon, or those who may have bought some other part of the line may welcome a plan for a mailing card, house organ or blotter campaign to begin in January. As I have said before, advertising is highly important these days. It keeps the public informed on Defense; it keeps the public informed as to what a business can supply if it deals in Civilian goods.

The point is to realize that every business man, whether or not he has bought this year, is right now a live prospect for at least one part of your line.

We are just awfully happy about the job you are doing. You are on your toes in responding to our starting your Bank Account with 250 Free Christmas Credits. If I were in the field that offer would make me work like, well, like a Trojan!

LET'S GO! Like a Trojan, for intensive coverage of our territory these next two months; to keep business men from being unhappy at Christmas time because they have not provided a way to say "Merry Christmas" to their customers and prospects.

LET'S GO! to get our share of the gold to be had in the Golden Month of October. BEST OF LUCK.

J. Mackenzie.

The Bride's Cook Book — $260

How long is it since you have sold an order for the Bride's Cook Book?

In going through the finishing room yesterday I noticed several orders—and one a very large one—being completed, and it occurred to me that in addition to your regular prospects that it would be a wonderful idea to create a few new accounts with this very wonderful piece of good-will-building advertising.

This booklet has been in its present form since 1935, and many customers have re-ordered once or twice a year proving that it has been a great success as a new-customer-builder.

Every time there is a wedding in a community it means a new outlet for purchasing. Remember that 80% of all monies is spent by women, and a bride immediately becomes a prospect for every line of trade. She becomes a prospect immediately for a laundry, a cleaner, a dairy, a grocer, but experience has proven that furniture stores are the best outlet for the Bride's Cook Books. Whenever a girl is married her principal interest is in furnishing a home. It may be a large house, it may be a small apartment, or it may be only a room, but she is definitely going to buy furniture and is more likely to buy it from the business concern that invites her patronage.

Whenever you have an extra hour during the day without a definite appointment, spend that hour in attempting to create a new account with a Bride's Cook Book order.

James R. Talcott

They're Going Places—

TO SELL ORDERS FOR YOU!

Meet George Barkley and family. Welcome them. You'll be seeing them often, because they're on their way to help you sell calendars this fall—and next year.

The Barkleys are an average American family. They go places and do things. And within the next two weeks, they will go into the offices of calendar buyers from coast to coast to tell the story of Gerlach-Barklow Complete Campaigns.

To Help You Sell!

The sales promotion department is mailing thousands of special folders to your customers and prospects on the house calendar list.

The folders are especially designed to tell the facts about Complete Campaigns. They are broadside-booklets, easy and interesting reading. They are 5¾x7 inches in size, with the inner broadside opening into a 16x12-inch display. Colorful? You bet! The cover is brilliant green, printed in bright blue and black. The white inside pages are on good quality white stock, printed in black, orange and blue.

Ten amusing and instructive cartoon illustrations for the folders were sketched especially for this purpose by Hugh Chenoweth, a leading Chicago artist.

Telling Your Sales Story!

Here's the story the folders tell to your customers and prospects:

"George Barkley and family have money to spend. They go places and do things; they get around—and the more often you invite their good will, the sooner they get around to YOU!

"They are—or can be—good customers of yours. They WANT you to remind them of your business service. They WANT to know who you are, where you are, what you sell and how to reach you, because that makes buying decisions easier for them.

"They need your service as much as you want their business. So, when they go places, GO WITH THEM!"

After this rapid-fire introduction, the folder goes on to explain how simple and economical it is to use Gerlach-Barklow Complete Campaigns. Drawings show typical calendars in a campaign hanging in various desirable locations. Copy tells how to choose and plan a Complete Campaign. A typical campaign, using "Forever Yours" in four sizes, is illustrated in halftones. The folder points out to every business man this fact: "You can sell 'em—when YOU go where buyers go!"

Reply Card for Immediate Sales

The folders are mailed in attractive white envelopes, and a business reply card is enclosed to enable buyers to increase present orders or ask for information about Complete Campaigns for 1943.

This carefully-planned campaign will be followed up by similar copy on the back of the house calendar, and in other G-B sales promotions. Extra folders will be furnished to all members of the sales force for use in actual presentations.

What does this direct-mail campaign mean to YOU? It means that selling will be a little easier—that you can cash in on more and better business, beginning right now. Watch for your extra copies of the "Going Places" folders. Then go places yourself in rounding up late business and planning early business for next year!

BUSINESS IS GOOD!

AND THESE THREE MUSKETEERS OF SALES PROVE IT

HERMAN F. GROTTE

PLEASE SEND YOUR PHOTO

H. N. BUCKLEY

HAROLD RICKER

THESE THREE "GRAND" GUYS EACH CAME THROUGH WITH A "GRAND" OR BETTER FOR THE WEEK, AND THAT'S HOW THEY'RE GOING TO SAY "MERRY CHRISTMAS" TO THEIR HOME FOLKS

Herman Grotte's Victory Week was made up of four orders for a total of $1,133, as follows:

"Scenes of My Childhood" in a little deluxe foldover greeting sold to a LIFE INSURANCE COMPANY for very near $900.

Paragon Leather utilities to a BREWER for over $100.

Last Edition hangers, "The Cutty Sark" to a FISHERIES COMPANY for $75.

Paragon to a dealer in MECHANICAL RUBBER GOODS for $60.

H. N. Buckley of California also scored four times for well over $1,000. His biggest sale was made to a LEAD MANUFACTURER and calls for those snappy Buell girls on Class X Blotters. This order amounts to $610.

Mr. Buckley's second is a $350 sale of Paragon to a SASH AND DOOR MANUFACTURER—a new customer.

Number three is a sale of letter openers to a FARM IMPLEMENT DEALER.

Number four is a sale of Knives to a TRANSFER COMPANY.

Harold Ricker had to make twelve sales in order to reach his goal for the week and here's how he made it:

A special art calendar to a TEXTILE CONCERN for $320.

News Quiz to a jobber of PEANUT PRODUCTS for $192.

Paragon to an ENVELOPE MANUFACTURER for $126.

Acknowledgment Cards to a FUNERAL DIRECTOR.

"Scenes of My Childhood" to a FIRE INSURANCE COMPANY.

1000 HG4230 Greetings to a NATIONAL BANK.

HG4231 "The Bridge" to a REALTOR.

"The Guiding Hand" in HG4254 as a personal greeting.

450 Business Calendars to an INSURANCE AGENCY.

"Houghton Mill" in HG4263 to an ELASTIC WEB MANUFACTURER.

"The Light of Her Eyes" to a BEAUTY SALON.

"Their Priceless Heritage" to a GROCER.

The late Thomas A. Edison once said that Genius is one-tenth inspiration and nine-tenths perspiration. And that is also true of selling—especially when a man makes twelve sales for an amount like this when the thermometer is up in the nineties.

George R. Long of Maryland makes three hits for over $500. His best is a $430 sale of special deluxe calendars to a COAL DEALER. He also sold "Blue Heaven" to a FRUIT AND PRODUCE DEALER and "Proud Mothers" to a BANK.

Charles Clayton also made three sales for well over $500. A $457 sale of Paragon Billfolds to a MANUFACTURER, Pencils to a MACHINE BEARING MANUFACTURER and "My Bonnie" in HG4260 as a PERSONAL GREETING.

Marvin Mitchell put the finishing touches to a "Spanky Safety Patrol" sale for $515 to an OIL COMPANY and then gave out with five more. "Clipper Ship Surprise" to an INSURANCE AGENT, Magic Bridge and Shoppers to a LAUNDRY, Pencils to a SERVICE STATION, R-5 Rolls and Ger-Bars to a CAB COMPANY, and "Come Back Here" to a COAL AND BUILDING MATERIAL COMPANY.

J. P. Robinson won a six-round battle for the week with a $651 score. Paragon and "Our America" blotters to a FUNERAL DIRECTOR for nearly $300, "Joy of Living" to an ENGINEERING COMPANY for $123, Paragon to a TOOL COMPANY for $155 and R-9 "Their Priceless Heritage" to a CARTAGE COMPANY.

E. E. Meyer is guiding his Pennsylvania customers right with $605 worth of G-B's good will insurance. A BANK used $207 worth of Business Calendars, "Light of Her Eyes," to a SPRING COMPANY for $182, Paragon to a BRONZE COMPANY for $134, Key Cases to a PLYMOUTH DEALER, Pencils to a FOUNDRY, In Memoriam Books to a FUNERAL HOME.

Rudy Maddox engineered a $300 sale of Will Rogers to a South Carolina PUBLISHER and carried on by selling Key Cases to a FORD DEALER, Holiday Greetings to a CREAMERY, "My Bonnie" to a MOTOR COMPANY, Greetings to a CLOTHING STORE, and Penny Cards to an OIL COMPANY.

Back to Illinois, Gene Keltner makes a $365 sale of Pencils to a FURNITURE MANUFACTURER, Religious Calendars to a MORTUARY, "My Bonnie" to a GRAIN COMPANY, Pencils to a SHEET METAL WORKS and "My Bonnie" to an INSURANCE AGENT.

Michigan sees Leo Himelhoch going after them again with a $120 Cal-Craft order to a FUNERAL HOME, 200 Jumbos to an ICE COM-

PANY, "Their Priceless Heritage" to an INSURANCE AGENT, In Memoriam Books to a FUNERAL HOME and Paragon to a BEVERAGE COMPANY.

Before you get the idea the boys out west weren't doing anything, J. H. Etter of California sells a JEWELER $275 worth of DeLuxe Calendars and then sold Cal-Craft and the following greetings "Autumn Drive," HG4253 "Happy Bluebird Family," HG4251 "The Light of Her Eyes," to finish the week with over a $400 total.

L. B. Nobles in carrying out his Texas roundup drove in seven new customers out of the eight that he sold. Pencils to a COTTON GIN, Ger-Bars to a MACHINERY COMPANY, Key Cases to a TRUCKER, Pencils to a COTTON GIN, Metal Desk Calendars to a FOUNDRY, "Be Sure You're Right" to a CHEVROLET DEALER, Key Cases to a FORD DEALER, S257 Farm Record Calendar to a FUEL DEALER.

A. S. Hartman sold "Forever Yours" to a FARMER for $128, "My Blue Heaven" to a POULTRY FARM, Ger-Bars to a PLUMBER, "When a Feller's Got a Friend" to a DAIRY, "I See by the Papers" to a PETROLEUM DEALER and Greetings to a BEAUTY SHOPPE.

Florida and Georgia both got a taste of Guy Dean's salesmanship as he sold a TRANSFER COMPANY a $195 order of Etching Letters, a FLOUR COMPANY Bride's Cook Books for $102, a POTATO GROWERS' ASSOCIATION Paragon for $100, "Clipper Ship Surprise" to an AWNING COMPANY, Pencils to a STANDARD OIL STATION, In Memoriam Books to a FUNERAL HOME and an order for Family Record Books. Guy's total was over $550.

A. A. Bender had three that were in the hundreds. Paragon to a PAINT MANUFACTURER for $213, Air Pilots for $104 to a BURIAL VAULT COMPANY and Holiday Greetings "When Good Fellows Get Together" to a MEN'S SHOP.

A. W. Thurn writes a $145 Pencil sale for a CONCRETE PIPE COMPANY, Greetings to a MEAT COMPANY, "Houghton Mill" to a DENTAL LABORATORY, Thermometers to a WHOLESALE PAPER SUPPLY.

H. A. Gorsuch sells a FINANCE COMPANY Pens and Pencils for $127, a TRANSPORTATION COMPANY uses "My Bonnie" for a $104 order, Paragon to a LOAN COMPANY and Knives to a CHEVROLET DEALER.

W. J. Eggleston had a nice one for Religious Calendars which amounted to $217.

Ed Gerrish sells a CHEVROLET DEALER a nice "Spirit of America" order on S257 that amounted to $157, while he was also able to persuade these same people to invest in R-4 "Spirit of America" to complete their campaign. Ed also had four more to finish the week for an extra order-bonus.

R. S. Perry got an order-bonus too. His best was for 2500 Christmas Letters totaling $138.

F. L. Zimmerman sold a $118 Paragon order to a METAL STAMPING COMPANY and followed up with five more for Business Calendars, "Silver Dawn," "Rainbow Fishing Fleet," FD Cards and "Spirit of America."

Harry Evans made a $160 "Spirit of America" sale to a BEVERAGE COMPANY.

J. O. Morris of Tennessee made a $123 Paragon sale to an AUTO TOP AND BODY BUILDER.

A. H. Oschmann wins an Indiana customer with a $150 sale of "Spanky Safety Patrol" to advertise a GARAGE. Pencils to a CONCRETE COMPANY, Desk Calendars to a COAL COMPANY, Auto List Folders to a FUNERAL HOME, "Their Priceless Heritage" to a LOAN ASSOCIATION, Holiday Greetings to a GLOVE MANUFACTURER.

J. C. Mur sells a BUILDING MATERIAL COMPANY 250 "My Blue Heaven" and 250 "Light of Her Eyes" for a three figure sale.

W. E. Gibson sells calendars to a TRUST COMPANY for $162.

C. M. Roadstrum is right back with another nice Paragon sale of $175.

F. W. Shallish gets a BANK for 1,000 S-257 "Spirit of America." This is a new customer.

L. R. Shepard pursuades a New York COAL DEALER to put his OK on a 3,000 Cal-Craft sale that totaled $183.

Isidor Siegel sells a FUNERAL HOME 10,000 cards for a $126 sale.

A. H. Streeter sells 'Spirit of America" to an AUTO DEALER. The order amounted to $135.

J. Milton Wigley felt the ladder sliding from under him during the first of the week, but got a second hold on the situation and increased his score with a $130 sale of Negro Historical Calendars.

A. W. Vores made seven to get the extra order-bonus. Art sold Pencils to gain four of the seven sales and then sold a FUNERAL HOME, a RESTAURANT and a TAVERN.

E. P. Pittman sold ten orders for the week and made three new customers, Ger-Bars to a BARBER SHOP, Key Cases to a TOURIST CAMP and Ger-Bars to a SELF-SERVICE STORE. To the others who were old customers he sold, Art Mounts to a MOTOR COMPANY, Cal-Craft to a CAFE, S-257 "Silver Dawn" to a DAIRY, "Our America" blotters to an EQUIPMENT COMPANY and Key Cases and Pencils to SERVICE STATIONS.

E. J. Philips was another man to close the week with ten orders. He sold Key Cases, Family Record Books, "Come Back Here," S-257 Farm Record, S-243 Telephone Calendar, Floral Cards, Greetings and Pencils.

OH MAMA! THAT MAN IS HERE AGAIN!" And sure enough it's O. M. Wildman with some of those Southern California OIL DEALERS, who he has been working on to both his and their best advantage, only this time he closes the week with twelve orders and a $467 total. A $100 sale of Pencils to a TEXACO DEALER, Paragon to a TEXACO DEALER, Pencils to an OIL DISTRIBUTOR, Leather to a STANDARD OIL DISTRIBUTOR, Kar Kits to a DISTRIBUTOR OF SIGNAL OIL PRODUCTS, Pencils to a SHELL STATION, Kar Kits to a MOBILGAS DEALER, Pencils to a TEXACO STATION, Paragon to

an OIL COMPANY, Pencils to a SEASIDE OIL DEALER, Pocket Knives to an AUTO SUPPLY, and Ger-Bars to a SEASIDE OIL STATION. We believe that Mr. Wildman could give us some good information about contacting and selling these oil dealers. How about a story, Mr. Wildman?

T. A. Perrott made a new customer of a WHOLESALE ELECTRICAL SUPPLY COMPANY with three orders for pencils and Paragon, two orders to a FUNERAL HOME for FD Cards and Thermometers and last Blotters to a ROOFING COMPANY.

H. R. Messick, who has had a perfect B.E.D. average since the first of the Christmas Contest, gets another six, selling Ger-Bars, Paragon, Metal Calendars, "My Bonnie" and Pencils.

Sam Haynes is after those extra hundreds too and sells six again. Pens, Pencils and Paragon to a GAS STATION, Cards to a FUNERAL HOME, Pencils to a BASKET AND CRATE COMPANY and more FD Cards.

A. C. Talerico of Texas scores three times for $331 as follows—Will Rogers billboard calendars to a FURNITURE DEALER for $212 to advertise "A NAME THAT GROWS WITH THE YEARS," Paragon to a PRINTER and Pencils to a FEDERAL SAVINGS AND LOAN COMPANY.

George W. Ballard's best out of three nice sales is a $100 sale of RELIGIOUS CALENDARS to a PIGGLY-WIGGLY SUPER MARKET for Church Distribution. Mr. Ballard also sold "Hello Everybody" to a CLEANER and Blotters to a SANITARIUM.

Bill McNerney of California made four nice ones, his best being an $85 sale of "Kiddies, Inc." Blotters to a FARM SUPPLY DEALER. He also sold "The Joy of Living" to a BEAUTY SHOP, "Come Back Here" to a TIRE SHOP and "Autumn Drive" Greetings to a CLEANER.

J. O. Morris' best out of four is a $123 sale of Paragon to an AUTO REBUILDER.

M. C. Eckland sells five for the week as follows:

Greetings to a RESTAURANT.
Greetings to an AUTO SALES COMPANY.
Business calendars to a CREAMERY.
"Guiding Hand" to a HOTEL.
"Rah! Rah! Rah!" to a CAFE.

Ralph Gamble sells five orders:

Christmas Letters to a MANUFACTURER.
Pocket Letter Files to a FUNERAL DIRECTOR.
Indoor Billboards to a MANUFACTURER.
Pencils to a MANUFACTURER.
Pencils to a MERCANTILE CONCERN.

Perc Earl scores six times:

Twelve-Sheet calendars to a MANUFACTURER for $100.
Family Record Books to a FUNERAL DIRECTOR.
Paragon to an ENGRAVER.
Blotters to an INSURANCE AGENCY.
FD Service to a FUNERAL HOME.
Phone Index Calendars to a MARKET.

Charlie Chamberlain made six sales:

R19 Religious Calendars to a FUNERAL HOME.
FD Service to a FUNERAL HOME.
"Silver Dawn" to an Insurance Agency.
Birthday Cards to a FUNERAL HOME.
Greetings to a FUNERAL DIRECTOR.
Acknowledgment cards to a FUNERAL DIRECTOR.

N. G. Beatty brought in seven runs for the week:

"Be Sure You're Right" to a STUDEBAKER DEALER.
Paragon Key Cases to a TAVERN.
"Will Rogers" Ger-Bars to a FUNERAL HOME.
"Spirit of America" to a RADIO DEALER.
Desk Memo Pad Calendars to a RADIO SUPPLY DEALER.
Greetings to a RADIO DISTRIBUTOR.
Paragon Key Cases to a TAVERN.

Reynolds made five sales:

Christmas Letters to a BANK.
Paragon to a FUNERAL DIRECTOR.
Pencils to an AUTO BODY BUILDER.
Paragon to an INSURANCE AGENCY.
"Freedom for All" Billboards to a FUNERAL DIRECTOR.

Lynn Walker made five hits:

No. 7 Memorial Records to a FUNERAL DIRECTOR.
Ger-Bars to a DRUGGIST.
Paragon Key Cases to a FORD DEALER.
Paragon to a TILE MANUFACTURER.
"Springtime" to a TRUCKING COMPANY.

E. P. Rowe made five sales:

Auto Key Cases to a SERVICE STATION.
Parrot Greetings to a GARAGE.
"Scenes of My Childhood" to a GROCER.
Key and License Holders to a CHEVROLET DEALER.
Paragon Key Cases to a DEALER IN USED CARS.

P. M. Winter's best for the week is a $100 sale of Ger-Bars to a dealer in ELECTRICAL HOUSEHOLD APPLIANCES.

Doris Sierer's best is a $100 sale of Art Mounts to a CANDY MANUFACTURER.

Mr. Kanofsky made a $100 sale of Metal Desk Calendars to a CAFE.

J. W. Green's best out of three nice ones is a sale of 750 Holiday Greetings HG4243, "Scenes of My Childhood" to a JEWELER.

Ben D. Gatliff has two nice ones—his best a $100 sale of "Down on the Farm" to a JOBBER IN AUTO PARTS who uses the following copy line: "WE'LL GO A LONG WAY TO SERVE YOU." Mr. Gatliff also sold 100 "Spirit of America" Billboard Calendars to a retail dealer in AUTO PARTS.

One of Fred Bell's better sales calls for Paragon Pocket Letter Files and was sold to a FRATERNAL INSURANCE ORGANIZATION.

HE USED TO BE MY BEST FRIEND

For many years he was my best friend. We rode to and from school on our bicycles together. We played together. We often did our homework together. We played on the same baseball team. We were doubles partners in tennis tournaments. Every holiday, and nearly every vacation, we spent together. The friendship continued even after we had entered business.

Then, after his father and mother had died, he had an opportunity to go East. I remember the night he called at my house to talk it over. It was a great opportunity, and we agreed he must accept it. So he went to New York, and I stayed in Chicago.

While he was getting settled, he wrote me every few days. He was lonesome for Chicago and the old crowd. He insisted on being kept informed of all the news. And, on my side, I was equally as interested in hearing about his experiences in New York.

Then after awhile we began writing less and less often. Finally, as we both developed new interests, the letters grew farther and farther apart. Eventually we reached the point where we only wrote once a year—and then merely to thank each other for Christmas presents.

Not one unpleasant thing has ever come up to mar our friendship. That is proved by the pleasure we have found in each other's company on the rare occasions when he has come to Chicago, or I have gone to New York.

Yet many things have come BETWEEN us. The first is distance. The second is environment. The third is time. The fourth is associations. Whereas we used to have the same friends, we now have entirely different circles of acquaintance. Except for the old days we spent together—except for the enduring understanding which was developed during our years of friendship—we have little, practically nothing, in common. His interests and mine are as far apart as the two poles.

Now, I have taken the liberty of telling of this friendship and of what happened to it, not because there is anything unusual about it, but because—on the contrary—it is so TYPICAL of life. There is not a person who reads this article who will not have had a similar experience. Probably not one of us has the same friends or the same acquaintances that we once had; certainly not if we have done any moving around. Distance—environment—time—associations—have a way of changing the course of our lives, and of making the close friends of yesterday hardly more than the memories of today.

Knowing this to be true—AS WE ALL DO—it is hard to understand how there can be any business man in this world who fails to realize the necessity of consistent, constant, continuous advertising. For it is through advertising—particularly in times such as these—that business friendships MUST be kept in repair.

Just as time, distance, environment, associations, and changing conditions alter social relationships, so do they alter business relationships. The only difference is that the latter, being devoid of the deep bonds created by close companionship, wilt and die much more quickly and much more surely.

If the mere matter of being "out of sight" can make us forget our personal pals," think how much faster—how much more easily—we can forget our business connections! Yet, for some strange reason, many business men have the absurd notion that they can cease advertising—abruptly break off all contacts—and still retain the friendship, good will, and patronage of their customers.

During the coming months many business firms will make the tragic—FATAL—mistake of curtailing or discontinuing their advertising. They will imagine, as my friend and I did, that a contact every once in awhile is sufficient to maintain mutual interest. Then they will wake up to find that the entire friendship has undergone a change; that altered environment and new associations have created a barrier that nothing on earth can tear down.

Advertising is the "line of communication" of business, and it MUST be kept open. There are always "guerrillas" waiting to prey upon it; always "snipers" who are anxious to disrupt it. During World War I thousands of business firms found this out to their sorrow. Because they failed to keep open their lines of communication, they were eventually ambushed and destroyed.

There is noting in this world that is easier to lose than FRIENDSHIP and GOOD WILL. And, by the same token, there is nothing in this world that deserves—and requires—greater protection. Have you ever tried to REVIVE a neglected friendship? If you have, you know how impossible it is to do so. Exactly the same thing applies to business, yet some short-sighted executives fail to realize it—until TOO LATE!

The last time I saw my boyhood friend, we agreed we had made a great mistake in not keeping in closer touch with each other. We had so much in common. We were going to write oftener. Did we do so? NOT AT ALL. The old ties—the old associations—were gone. Of course, we'll never admit it. But he knows it, and I know it.

It's the same in business. The question is how many business men will realize it NOW—while there is still time! "Out of sight, out of mind" is one proverb that is unanswerable. And how it DOES apply to advertising!

Jewett E. Picker

"A NEW CUSTOMER IS WORTH $100"

Don't forget Jim Talcott's statement about new customers while this list was picked at random from the week's sales to show a few of the types of business and material sold, yet it represents only a fraction of the opportunities that might be found in any given town.

Remember—each of these is a new customer.

Family Record Books to a FUNERAL HOME.
Cal-Craft to an INSURANCE AGENCY.
"Be Sure You're Right" to a STUDEBAKER MOTORS.
"Keg Style" Key Cases to a TAVERN.
"Spirit of America" to a RADIO SUPPLY CO.
Pencils to an AUTO BODY REBUILDERS.
Greetings to a BANK.
"Springtime" to a TRUCKING CO.
Key Cases to a SERVICE STATION.
Greetings to a GARAGE.
Cal-Craft to a GROCER.
Paragon to a BRICK AND TILE CO.
Ger-Bars to a COAL DEALER.
Paragon to a PRINTING CO.
Pencils to a SAVINGS AND LOAN COMPANY.
Cards to a FUNERAL HOME.
Metal Calendars to a REALTY CO.
Paragon to a MEAT COMPANY.
Letter Openers to a FORD DEALER.
"My Bonnie" to a BEAUTY SHOP.
"Home for Christmas" to a BAKERY.
"Rah! Rah! Rah!" to an AUTO WRECKER.
"Spirit of America" to a BANK.
Greetings to a DOCTOR.
Bowling Key Case to a BOWLING ALLEY.
Picture Desk Calendars to a DRUG STORE.
Gas Tank Greetings to an OIL COMPANY.
"Their Priceless Heritage" to a SAND AND GRAVEL CO.
Bowling Greeting to a BOWLING ACADEMY.
Pocket Knives to a SEED CO.
"My Blue Heaven" to a FOUNDRY.
S257 "Proud Mothers" to a POULTRY COMPANY.
Penny Card and Art Mounts to a PET STORE.

IT WAS BIG-TOWN FIELD DAY FOR THESE GO-GETTERS

Jack Saunders has always contended that a big city is easily licked if we will just remember that every big town is nothing more than a group of urban communities.

Here's what twelve Happy Warriors did in big city territories this week. Don't overlook the fact that this list shows the orders and volume sold ONLY IN LARGE CITIES and does not include quite a large number of orders and a considerable volume sold by these same men in their smaller communities.

HERE'S JUST THE BIG CITY BUSINESS

SALESMAN CITY	ORDERS	AMOUNT
SAGE, Los Angeles	7	$297
ETTER, San Francisco	7	567
BRAGONIER, Los Angeles	6	332
GROTTE, Houston	2	600
RICKER, Boston	8	485
MALONEY, New York	4	858
BELL, FRED, Detroit	4	544
BENDER, A. A., Cincinnati	6	1807
GOSTEN, New York	6	539
RAITZ, Toledo	5	458
ZIMMERMAN, Cleveland	7	867
ROADSTRUM, Detroit	2	348

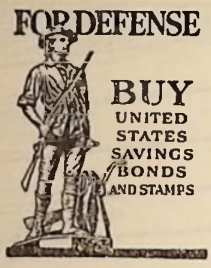
OCTOBER 27TH IS THE DEADLINE ON PENCILS AND KNIVES FOR PRE-CHRISTMAS DELIVERY!

As we told you in Bulletin No. P-7, dated September 16th unusual conditions in manufacture, together with the tremendous increase in business have made it necessary to establish a definite deadline on all orders wanted for delivery in time for Christmas.

THIS DEADLINE IS OCTOBER 27TH

We will accept orders sold later than the above date, but with the understanding that we cannot promise delivery in time for Christmas.

Please advise all customers and prospective customers to place their orders NOW and thus avoid disappointment.



"THE WORLD'S BEST INVESTMENT"

That's what Jewett Ricker calls UNITED STATES DEFENSE BONDS.

By-the-way, how much have YOU invested in Defense Securities? Do you even take your change in Defense Stamps?

How can you CONSISTENTLY present that beautiful full-color Defense Bond Poster to a prospective customer unless you yourself are doing your part?

How many times have you shown that sample Poster, and how many times have you sold it? Remember, that Poster is to be sold for immediate distribution in schools, industrial plants and all other public and semi-public places.

Has it occurred to you that the money you invest in Defense Securities is exactly as safe as the dollar bill in your pocket?—PLUS INTEREST.

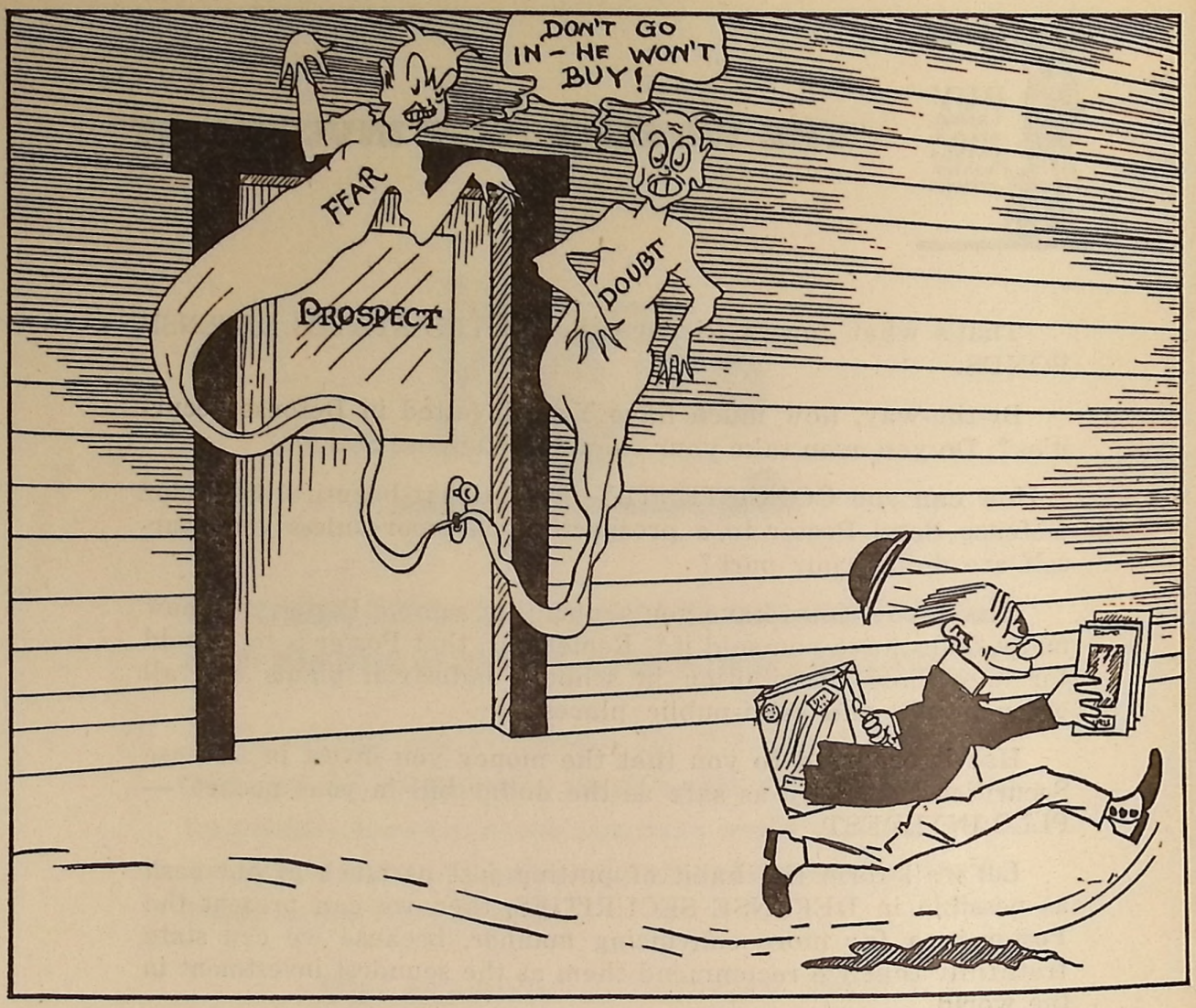
Let's all form the habit of putting just as much of our cash as possible in DEFENSE SECURITIES, then we can present the Poster in a far more convincing manner, because we can state truthfully that we recommend them as the soundest investment in the world.

Just stop and think what a bulwark of financial independence they will be for us when this terrible war is over and the next depression comes along.

The least thing every Gerlach-Barklow salesman can do is to place these Industrial Posters in every school and every industrial plant in his territory—AND DO IT NOW!

Remember—the bond for which you pay $75 today will be worth exactly $100 ten years from now. That's looking at it from the standpoint of self-interest.

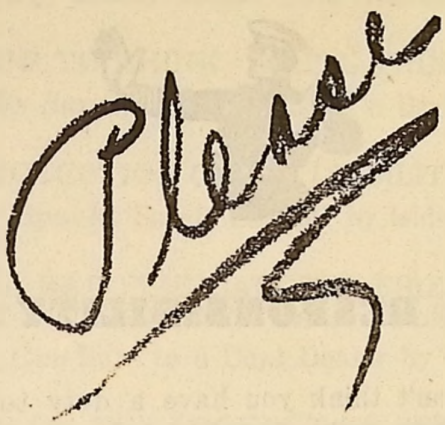
Now look at it from a patriotic standpoint and remember this—YOU HELP YOUR COUNTRY WHEN YOU HELP YOURSELF.



JIM TALCOTT CALLS 'EM "GHOSTS WHAT AIN'T"

Jim Isn't Afraid of 'Em

ARE YOU?



DON'T CALL FOR ANY PARTICULAR SERIES WHEN YOU'RE ORDERING A SUPPLY OF HOUSE BLOTTERS

Some salesmen when making a requisition for House Blotters specify some certain series, and some even ask for change of copy.

Just so you'll know why these requests are not filled as ordered, we want to explain that when we make a run of blotters for salesmen's use, we usually run a large quantity at one time, printing perhaps fifty thousand at a time, completing all the copy with the exception of that which is printed in red.

You can readily understand that this makes for economy; hence we must continue to make our own selection for the run. We hope you won't mind, and that you will give us your usual cooperation.

WHOSE RESPONSIBILITY IS IT?

If you don't think you have a duty to perform in educating little folks to play safe, just read these figures:

Last year our American automobiles killed three thousand seven hundred and fifty children while they were walking on or crossing the streets.

In that same year we seriously injured two hundred thousand other children while they were walking on or crossing the streets.

These children were not joy-riding, mind you; in fact they were not riding at all, either on bicycles, coasters, scooters, roller-skates or any other form of vehicle. They were either playing, running errands, going to or from school, or doing the things which active little folks usually do and auto-drivers ran them down.

We may not be able to do very much about reckless driving, but we can do our part toward educating children to keep out of the way of reckless and ignorant drivers.

Also, by means of our Industrial Distribution Plan, we can appeal to the better instincts of right-minded but thoughtless motorists—and warn the reckless ones—to exercise care when meeting little folks on the streets.

How many towns in your territory have not yet been red-circled to indicate that you have placed one of our three Safety First campaigns there?

COPY THAT HELPED MAKE SALES

FOR THEIR FUTURE PROTECTION, BUY DEFENSE BONDS
Sold on "Spanky Safety Patrol" to a Garage by Siegel.

IF YOU STOP TO THINK, YOU'LL THINK TO STOP
Sold on "Be Sure You're Right" to a Brake Service.

FOR YOUR PROTECTION CARRY LIABILITY INSURANCE
Sold on "Spanky Safety School" by Isidor Siegel.

IF YOU HAVE A BAD FIRE, CALL THE FIRE DEPARTMENT
IF YOU WANT A GOOD FIRE CALL WILKINS COAL CO.
Sold on Ger-Bars to a Coal Dealer by Wilkins.

ALWAYS ON THE LOOKOUT TO SERVE YOU
Sold on "My Bonnie" to a Tavern by Wilkins.

QUALITY WITH A PEDIGREE
Sold to a Chevrolet Dealer by Corrigan.

ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER
Sold on "My Bonnie" to Plymouth Dealer by Corrigan.

A NAME THAT GROWS WITH THE YEARS
Sold on Will Rogers to a Chevrolet Dealer by Bond.

I DON'T SMOKE, I DON'T GO OUT NIGHTS,
NEITHER DOES YEAGER'S COAL
Sold on "Rah! Rah! Rah!" to a Coal Dealer by Bender.

THE RIGHT NUMBER FOR THE BEST RADIO SERVICE
Sold on "Hello Everybody" to Radio Sales and Service Store by Moeller.

STYLES THAT PLEASE
Sold on "Joy of Living" to a Beauty Shop.

A NAME THAT GROWS WITH THE YEARS
Sold on Will Rogers to a Furniture Dealer.

THAT EXTRA TOUCH OF QUALITY
Sold on "My Blue Heaven" to a Cleaner and Dyer by Sage.

OUR HOME IS YOUR HOME
Sold on a Cal-Craft to a Hotel by Muldrew.

SEVEN MORE WEEKS
In Which to Pile Up Credits in the
1941 G-B CHRISTMAS CLUB

The Christmas Club campaign started Tuesday, September 2nd, and runs 12 weeks to November 22nd. Follow these simple rules: You'll have your own sales quota. BEAT THAT QUOTA. Keep a weekly record of your dollar volume of sales. Add $100 extra for each week in which you sell six or more orders. At the end of 12 weeks, subtract your quota from your total credits. The remaining CHRISTMAS BALANCE you can use for cash in ordering any gift illustrated in the official catalog!

You've received your "passbook" and your catalog. Add to your $250 free credit every day. Sell complete orders, for all orders must be ready for manufacture to count. Your family can join in the fun. Let them help you set your goal.

SELLING LEATHER WITH LEATHER

Bert Cade intercepted an order going through the office, calling for 150 No. L-1118 Key Cases, upon which the salesman—Mr. A. McWilliams—had made the following notation, "This is the very first Good Will advertising he has ever bought." Thinking there might be an idea connected with the sale which might help other salesmen, Bert asked Mr. McWilliams to tell us about it—and here is Mac's reply:

> DEAR BERT:
> This man sells the very finest shoes in the Valley of Virginia. So when I showed him my sample of that L-1118 top-grain cowhide key case and suggested that Gerlach-Barklow also uses the finest leather they can buy and that this case would be representative of his fine quality shoes, he thought it a bully idea to sell leather with leather; and that's how easy it was to close the sale.
>
> A. McWILLIAMS.

WE'RE NEARING THE ZERO HOUR

Days are growing shorter, hours are flying by, business men are growing Christmas-minded and opportunity was never greater for Gerlach-Barklow salesmen than it is today. Customers who bought a small, conservative order early in the year are much more optimistic today and are better prospects than ever before. Each hour of every day should be employed to the best possible advantage in making call-backs.

The good work you are doing is proof positive that there are going to be more calendars distributed this coming Christmas than for the past several years. Keep in mind the fact that the public has helped sell the value of calendars and calendar advertising during the past few years by almost DEMANDING them, thereby proving that the calendar is a timepiece that is more important than the clock.

And now is the time to bear down hard on Greeting sales. Hundreds of thousands of greeting cards are being sold in YOUR territory today.

To say "Merry Christmas" and "Thank You" to friends and customers is not only a nice gesture to cement the friendship between Mr. Business Man and his customers, but is also an important factor in the development of any business.

The business man who hesitates about buying today will not be grateful to you for permitting him to put you off if, when the zero hour comes, you have failed to convince him of the importance of providing some form of Christmas remembrances for his customers.

ASK EVERY CUSTOMER AND PROSPECT—

"How are you going to say 'Merry Christmas' to your friends and customers this Christmastime?"

THE YELLOW CAB DRIVER'S PLEDGE

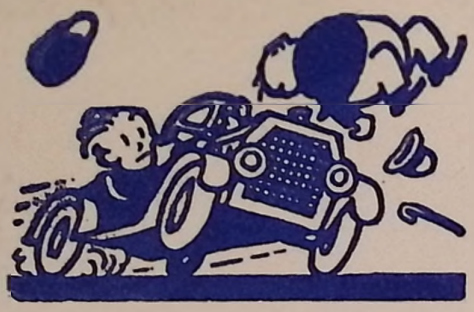
When we are driving on a street
Where little folks we're apt to meet
Who dash across the street in play

We're going to drive in just the way
That we would drive if ours were there
Upon that crowded thoroughfare.

♦

YELLOW CAB

Phone 4427



It is the

Tragedy of Progress

that you have got to

MAKE GOOD

or

MAKE ROOM